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Sheet 1 of 1

Form 1449*	Atty. Docket No.: 1262.001US1	Serial No. 09/550,574
INFORMATION DISCLOSURE STATEMENT BY APPLICANT (Use several sheets if necessary)	Applicant: Michael Von Gonten	
	Filing Date: April 17, 2000	Group: Unknown

## U. S. PATENT DOCUMENTS

**Examiner Initial	Document Number	Date	Name	Class	Subclass	Filing Date If Appropriate
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## FOREIGN PATENT DOCUMENTS

**Examiner Initial	Document Number	Date	Country	Class	Subclass	Translation Yes   No
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## OTHER DOCUMENTS

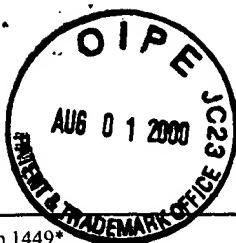
(Including Author, Title, Date, Pertinent Pages, Etc.)

**Examiner Initial	
lvd	Ephron, E., "More Weeks, Less Weight: The Shelf-Space Model of Advertising", <u>Journal of Advertising Research</u> , 35 (3), pp. 18-23, (1995)
lvd	Jones, J.P., <u>When Ads Work : New Proof that Advertising Triggers Sales</u> , Lexington Books, A Division of Simon & Schuster Inc., New York, NY, pp. 1-240, (1995)
lvd	McDonald, C., <u>Advertising Reach and Frequency : Maximizing Advertising Results Through Effective Frequency, Second Edition</u> , NTC Business Books, a division of NTC Publishing Group, Lincolnwood, Illinois, pp. 1-157, (1996)
lvd	Naples, M.J., <u>Effective Frequency: The Relationship Between Frequency and Advertising Effectiveness</u> , Association of National Advertisers, New York, NY, pp. 1-140, (1979)
lvd	von Gonten, M.F., et al., "Advertising Exposure and Advertising Effects: New Panel-based Findings", <u>Journal of Advertising Research</u> , 37 (4), pp. 51-60, (1997)

Examiner <u>Beth Van Dora</u>	Date Considered <u>08/01/02</u>
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\*Substitute Disclosure Statement Form (PTO-1449)

\*\*EXAMINER: Initial if citation considered, whether or not citation is in conformance with MPEP 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.



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lwd	Ephron, E., "More Weeks, Less Weight: The Shelf-Space Model of Advertising", <u>Journal of Advertising Research</u> , 35 (3), pp. 18-23, (1995)
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